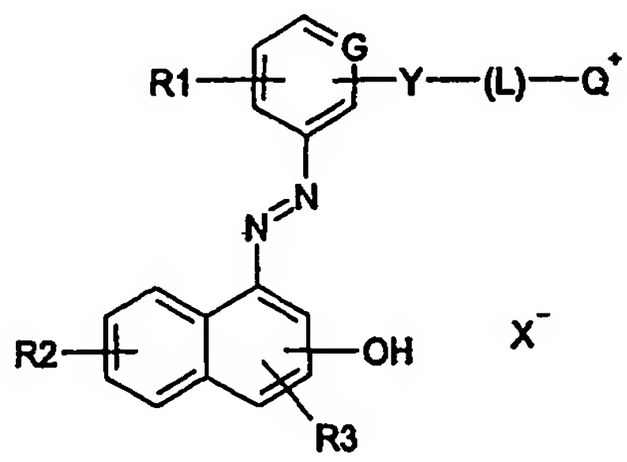
CLAIMS

1. Cationic naphthyldiazo dyes of general formula (I)



(I)

wherein

R1 stands for a hydrogen atom, halogen atom, straight-chain or branched (C_1-C_4)-alkyl group, straight-chain or branched (C_1-C_4)-alkoxy group, phenyl group or (C_2-C_4)-hydroxyalkyl group;

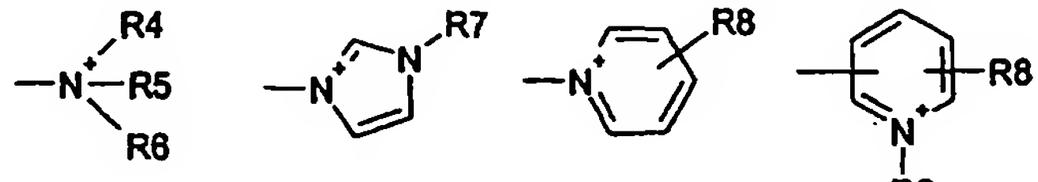
R2 and **R3** can be equal or different and independently of each other stand for a hydrogen atom, hydroxyl group, amino group, acetylamino group, (C_1-C_6)-alkoxy group, (C_2-C_4)-hydroxyalkoxy group, (C_3-C_6)-di- or polyhydroxyalkoxy group, -COOR group, -NRR' group or –CONRR' group, wherein **R** and **R'** can be equal or different and stand for a hydrogen atom, a straight-chain or branched (C_1-C_6)-alkyl group or a hydroxyethyl group, or **R** and **R'** together with the nitrogen atom to which they are attached form a heterocycle with at least four ring members optionally containing other heteroatoms and **R** and **R'** and the afore-described heterocycle possibly being substituted with an alkyl group, alkoxy group, hydroxyalkyl group or aminoalkyl group;

G stands for a nitrogen atom or a methine group (CH);

Y stands for an oxygen atom, or an N-(C_1-C_4)-alkyl group;

L represents a bridging group and stands for a straight-chain or branched (C_1-C_{14})-alkylene group which optionally can be interrupted by one or more heteroatoms, the bridging group optionally being substituted with one or more hydroxyl groups, monohydroxy-(C_2-C_6)-alkyl groups, polyhydroxy-(C_2-C_6)-alkyl groups or (C_1-C_6)-alkoxy groups;

Q^+ stands for a saturated cationic group of formula (II) or an unsaturated cationic group of formulas (III) to (V)



(II) (III) (IV) (V)

wherein

R4 to **R6** can be equal or different and independently of each other denote a straight-chain or branched (C_1-C_6)-alkyl group, (C_2-C_4)-hydroxyalkyl group, (C_3-C_6)-dihydroxyalkyl group, (C_3-C_6)-polyhydroxyalkyl group or (C_1-C_6)-alkoxy-(C_1-C_4)-alkyl group, wherein two of the R4 ro R6 groups together with the nitrogen atom to which they are attached form a five-membered or six-membered heterocycle optionally interrupted by one or more heteroatoms such as an oxygen atom, sulfur atom or nitrogen atom and optionally bearing other substituents, for example a halogen atom, hydroxyl group, amino group, straight-chain or branched (C_1-C_6)-alkyl group, (C_1-C_6)-alkoxy group, (C_1-C_6)-alkoxy-(C_1-C_4)-alkyl group or hydroxyethyl group;

R7 stands for a straight-chain or branched (C_1-C_8)-alkyl group, allyl group, vinyl group, hydroxyethyl group or benzyl group;

R8 stands for a hydrogen atom, straight-chain or branched (C_1-C_9)-alkyl group, amino group, di-(C_1-C_6)-alkylamino group or pyrrolidino group;

R9 stands for a straight-chain or branched (C_1-C_8)-alkyl group, allyl group, vinyl group, hydroxyethyl group, dihydroxypropyl group or benzyl group, and

X^- stands for an anion.

2. Dyes of formula (I) as defined in claim 1, characterized in that

R1 stands for a hydrogen atom, a chlorine atom or a methyl group,

R2 and **R3** are equal or different and independently of each other stand for hydrogen, a hydroxyl group, methoxy group, -NRR' group or –CONRR' group wherein **R** and **R'** can be equal or different and stand for a hydrogen atom, a me-

thyl group or a hydroxyethyl group, or **R** and **R'** together with the nitrogen atom to which they are attached form a heterocycle with five or six ring members;
G stands for a nitrogen atom or a methine group (CH);
Y stands for oxygen or an N-methyl group;
L stands for a straight-chain (C_2-C_4)-bridging group;
$\mathbf{Q^+}$ stands for a saturated cationic group of formula (II) or an unsaturated cationic group of formulas (III) to (V), the **R4** to **R6** groups possibly being equal or different and independently of each other denote a straight-chain (C_1-C_3)-alkyl group, a hydroxyethyl group or a methoxyethyl group, or two of the R4 to R6 groups together with the nitrogen atom to which they are attached form a five-membered or six-membered heterocycle;
R7 stands for a methyl group or hydroxyethyl group;
R8 stands for a hydrogen atom, methyl group, dimethylamino group or pyrrolidino group;
R9 stands for a methyl group, ethyl group or hydroxyethyl group, and
$\mathbf{X^-}$ stands for a chloride anion, bromide anion or methylsulfate anion.

3. Dyes of formula (I) as defined in claim 1 or 2, characterized in that they are selected from among 2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium methylsulfate, 2-{2-[(4-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride, 2-(2-{2-[(2-hydroxy-1-naphthyl)diazenyl]-phenoxy}ethyl)-1-methylpyridinium methylsulfate, 2-{2-[(2,7-dihydroxy-1-naphthyl)-diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride, 4-(2-{2-[(2-hydroxy-1-naphthyl)-diazenyl]phenoxy}ethyl)-4-methylmorpholin-4-ium chloride, 2-[(2-{[2-hydroxy-7-(methyloxy)-1-naphthalenyl]diazenyl}phenyl)oxy]-N,N,N-trimethylethanaminium chloride, 2-[{4-[(2-hydroxy-1-naphthalenyl)diazenyl]phenyl}(methyl)amino]-N,N,N-trimethylethanaminium methylsulfate, 2-[{2-[(2-hydroxy-1-naphthalenyl)diazenyl]phenyl}(methyl)amino-N,N,N-trimethylethanaminium methylsulfate, 2-[{2-(4-hydroxy-1-naphthalenyl)diazenyl]phenyl}(methyl)amino]-N,N,N-trimethylethanaminium methylsulfate, 2-({5-[(2-hydroxy-1-naphthyl)diazenyl-2-pyridinyl}-

oxy)-N,N,N-trimethylethanaminium chloride, 2-({3-[(2-hydroxy-1-naphthyl)diazenyl]-2-pyridinyl}oxy)-N,N,N-trimethylethanaminium chloride, 2-({3-[(4-hydroxy-1-naphthyl)diazenyl]-2-pyridinyl}oxy)-N,N,N- trimethylethanaminium chloride, 2-{3-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}-N,N,N-trimethylethanaminium chloride, 3-(2-{2-[(2-hydroxy-1-naphthyl)diazenyl]phenoxy}ethyl)-1-methyl-1H-imidazol-3-ium chloride, 2-({2-[(2,4-dihydroxy-1-naphthalenyl)diazenyl]phenyl}oxy)-N,N,N-trimethylethanaminium chloride and 2-{[2-({2-hydroxy-3-[(phenylamino)carbonyl]-1-naphthalenyl}diazenyl)phenyl]oxy}-N,N,N-trimethylethanaminium chloride.

4. Agent for coloring keratin fibers, characterized in that it contains at least one dye of formula (I) as defined in one of claims 1 to 3.

5. Agent as defined in claim 4, characterized in that it contains the dye of formula (I) in a total amount from 0.01 to 10 weight percent.

6. Agent as defined in claim 4 or 5, characterized in that it contains other dyes besides the dyes of formula (I).

7. Agent as defined in claim 6, characterized in that the other dye is selected from among 3-[(4,5-dihydro-3-methyl-5-keto-1-phenyl-1H-pyrazol-4-yl)-azo]-N,N,N-trimethylbenzenaminium chloride, 3-[(3-methyl-5-hydroxy-1-phenyl-1H-pyrazol-4-yl)azo]trimethylammoniobenzene chloride, 8-[(4-aminophenyl)azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 8-[(4-amino-3-nitrophenyl)-azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 8-[(4-amino-2-nitrophenyl)azo]-7-hydroxy-N,N,N-trimethyl-2-naphthalenaminium chloride, 7-hydroxy-N,N,N-trimethyl-8-{[2-(methyloxy)phenyl]azo}-2-naphthalenaminium chloride, 3-[(4-amino-6-bromo-5,8-dihydro-1-hydroxy-8-imino-5-keto-2-naphthalenyl)-amino]-N,N,N-trimethylbenzenammonium chloride and N,N-dimethyl-3-{[4-(methylamino)-9,10-diketo-9,10-dihydro-1-anthracenyl]amino}-N-propyl-1-propanaminium bromide.

8. Agent as defined in claim 6 or 7, characterized in that it contains the other dyes in a total amount from 0.01 to 15 weight percent.

9. Agent as defined in one of claims 4 to 8, characterized in that it contains at least one natural or synthetic polymer or modified polymer of natural origin and that it is in the form of a tinting fixative or dye fixative.

10. Agent as defined in one of claims 4 to 9, characterized in that it is a hair colorant.